

Toyota Takes Corolla's 50th Anniversary Celebration to West Coast

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TOYOTA

Torrance, Calif., Aug. 5, 2016 – Toyota continues to celebrate the Corolla's 50th anniversary across the U.S., and is making a stop at the 2016 "Celebrando Latinas" conference taking place August 6, 2016, at the Hilton San Diego Bayfront in San Diego, California.

Toyota, the top-selling automotive brand among U.S. Hispanics each year since 2004, is a proud sponsor of the sixth annual conference, which is the nation's largest Latina-focused event conducted entirely in Spanish. The conference attracts well over 1,000 Hispanic women to a day-long agenda of workshops on business, health, education, legal affairs, and personal development.

Toyota's participation will come to life via its *Recorriendo Historias* themed interactive booth where passersby are encouraged to draw their favorite road trip memories on a canvas-wrapped Corolla, then share their stories, photos and videos on social media for the chance to win trendy prizes.

"Celebrando Latinas is the perfect setting to recognize these Hispanic women for their strength, perseverance and contributions and provide them with an opportunity to share in the celebration of our Corolla milestone – a golden anniversary on the Golden Coast," said Mia Phillips, Toyota National Manager of Brand, Multicultural & Crossline Marketing Strategy. "Hispanics are a huge part of the Corolla's long history of success, so we wanted to share our *Recorriendo Historias* celebration with them in their preferred language."

"We're delighted to welcome Toyota to Celebrando Latinas this year," commented Fanny Miller, founder of Celebrando Latinas and president/director of *El Latino*-San Diego newspaper, which organizes the event. "To have the world's largest automaker as a partner underscores the fact that Latinas have attained the stature that they deserve."

Celebrando Latinas will also offer participants opportunities for pampering with a fashion show, makeup, hair styling, raffles and gifts. Over 100 companies will display products and services, and a dozen different types of health screenings will be provided. The day's events will culminate in an evening fiesta.

For more information, see www.celebrandolatinas.com.